

**Amendments to the Specification:**

Please replace the paragraph beginning at page 9, line 6, with the following amended paragraph:

The database, in the exemplary implementation, is maintained at a computer server that is of a memory capacity permitting storage thereat of a large plurality of content files, selectively retrievable during operation of the content distribution facility. In the functional representation of the database shown in the figure, the database stores a plurality of content files 32, each of which is identified by a content identifier 34. The content identifier associated with each of the content files identifies, such as by title or content creator, or both, or in another manner, the content files associated therewith. The content files are selectively available for retrieval and copying for distribution to a content consumer [[24]] 18. Elements that retrieve and copy the content are, e.g., embodied at a computer server at which the content files are stored.

Please replace the paragraph beginning at page 9, line 28, with the following amended paragraph:

Indicia of demand for individual ones of the content files is provided to the apparatus, here indicated by way of the lines 46. The lines 46 here indicate requests made by content consumers, such as the content consumer [[24]] 18 for individual ones of the content files 32. The indicia associated with the requests include, for instance, indications of inquiries by the content consumers of the availability of the content files, requests for purchases of the content, and indications of purchase completions of the content by content consumers. In other implementations, other indicia is used by the apparatus to price individual ones of the content files based upon quantitative demand therefor.

Please replace the paragraph beginning at page 10, line 10, with the following amended paragraph:

Figure 2 again illustrates the content distribution facility 12 that forms a portion of the system 10 shown in Figure 1. The facility, in the exemplary implementation, is operated by a facility operator and is located at any desired location that is permitting of communications with the content consumer [[24]] 18, the payment authorization center 16, and the content recording facility 14 (all shown in Figure 1).